

From: eijzenga@gmail.com [mailto:eijzenga@gmail.com] **On Behalf Of** Little Bird Photography
Sent: Thursday, September 20, 2012 11:26 AM
To: DPR Parks MS
Subject: Use of Parks for Commercial Activity
To Whom it May Concern,

I am writing to you in regard to the rules concerning the use of public parks for commercial activities. I am owner of Little Bird Photography, a small business specializing in family portraits. My business depends on the use of public parks and beaches and without access, will certainly fail.

I serve both local residents and tourists. The majority of residents want to have their photographs taken at a place that they frequent, a place that is meaningful to them. Most have a strong attachment to local parks and beaches and that is where they want their photos taken. I also take family photographs for tourists that want to make the most of their visit to Hawaii. These clients want to showcase the beauty of Hawaii's beaches and parks to their families and friends. No alternatives would suffice.

My work in public areas has extremely low impact. I only serve small families (typically fewer than 6 individuals) and sessions last 1-2 hours. My equipment is a small case that I carry with me and occasionally a small blanket. We arrive at the park in 2 cars and schedule photo shoot during very early or late hours when there are very few people at the beach/park.

I am not opposed to paying a fee for the use of public areas. However, please take into account that professional photographers make an average salary of \$24,000/year (Professional Photographers Association). Personally, I have been in business for under a year and make considerably less. My average sale is \$500 and I can simply not accommodate high permit fees.

Another concern that I have is the unpredictable nature of my business. I work primarily for families with small children. Occasionally they need to cancel last minute due to illness. Even more problematic is inclement weather. Is it not unusual to re-schedule a session 2 or 3 times due to rain during the winter months. If I had to pay in advance for a permit on a specific date, my business would not survive.

When creating a permit fee and system I ask that you take into account the very low impact and low income associated with family photography. I also ask that the permit system be simple, straight-forward and allow users to purchase either an annual permit or obtain a permit on the day it is needed. If these measures are not taken, it will hurt, not only photographers, but small businesses island wide.

Thank you so much,
Heather



Heather Eijzenga, *Little Bird Photography*
Ph: (808) 783-3602 | www.hilittlebird.com

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